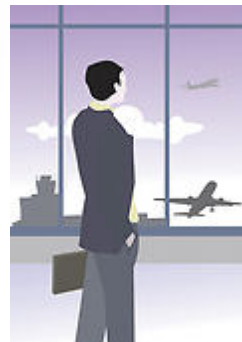




The Passenger Experience 2012 - 2025





By 2025 Air Travel will have become enjoyable once more - no queuing, no hassles, no check-in, no immigration and no security “Trusted Traveller”. And will be much shorter, This how flying will be much 2025 compared with



Booking A Flight

2012

Passenger Buys Air
Ticket Online, US\$500

2025

Passenger Buys Air
Ticket Online, Chooses
No-Luggage Flight for
\$430. Saves US\$70



2012

Passenger Arrives 2
hours Before Departure

Arriving At The Airport

2025

Passenger Arrives 1
Hour Before Departure



2012

Passenger Checks In Suitcase At Check-In Desk. Takes 10 minutes

Check-In

2025

Passenger Already Checks In Online. No Luggage To Check In. Proceeds Through “Trusted Traveler” Channel. Takes 1 Minute



Emigration

2012

Passenger Queues For Emigration. Takes 10 minutes

2025

Passenger Proceeds Through “Trusted Traveler” Channel, Takes 1 minute



Security

2012

Passenger Queues For Security Check. Takes 20 minutes

2025

Passenger Proceeds Through “Trusted Traveler” Channel, Takes 1 minute



Shopping

2012

Passenger Visits Ralph
Lauren Shop But
Does Not Buy. Already
Carrying Too Many Bags

2025

Passenger Visits Ralph
Lauren Showroom. Buys
\$300 Jacket. Delivered to
his home next day



2012

Passenger Gets To The Gate 30 Minutes Before Departure

Boarding The Aircraft

2025

Passenger Gets To The Gate 15 Minutes Before Departure



Immigration on Arrival

2012

Passenger Queues for Immigration. Takes 1 hour

2025

Passenger Proceeds Through “Trusted Traveler” Channel. Takes 1 Minute



2012

Passenger Queues at
Carousel. Takes 20
minutes

Baggage Collection

2025

Passenger Has No
Luggage. Proceeds
Straight To Taxi



Total Journey Time

2012

5 Hours



2025

3.5 Hours



MARKET RESEARCH FOR AIRPORTS

CAP Strategic Research specialises in conducting market research for Airports. We provide reliable and accurate information together with strategic insights and business recommendations. Over the past 25 years we have carried out projects for Airports based in Europe, US & Canada, China, Asia-Pacific and the Middle East. Our surveys help Airports to.....

- Increase Revenue & Profitability
- Achieve Higher Revenues and Profitability from Non-Aeronautical
- Improve Passenger Satisfaction
- Improve Airlines' Satisfaction
- Improve Airports' Brand Equity
- Achieve and Maintain "World Class" Status
- Achieve More Effective Sales & Marketing
- Improve Cargo Operations

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